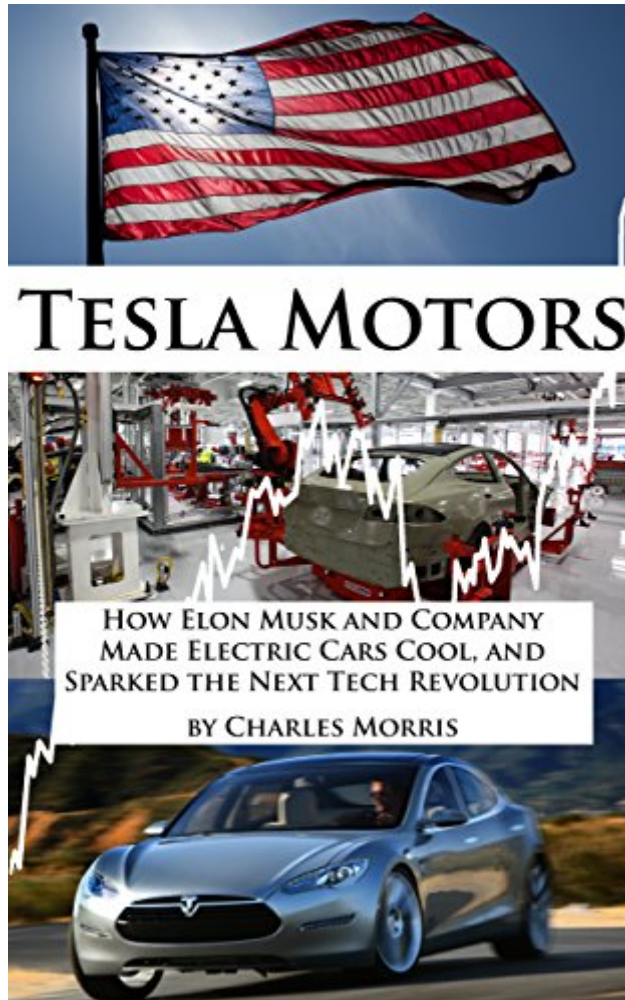


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# Tesla Motors: How Elon Musk And Company Made Electric Cars Cool, And Sparked The Next Tech Revolution



## Synopsis

This book was updated May 1, 2015 to include the latest on the Gigafactory and the D package. In twelve years of existence, Tesla Motors has achieved many amazing feats. The most trusted sources in the auto industry have called its Model S the most advanced, safest and best-performing car ever built - and it doesn't use a drop of gasoline. Tesla has changed the way the public perceives electric vehicles, and inspired the major automakers to revive their own dormant efforts to sell EVs. However, even amidst the avalanche of media coverage that followed the triumph of the Model S, few have grasped the true significance of what is happening. Tesla has redefined the automobile, sparked a new wave of innovation comparable to the internet and mobile computing revolutions, and unleashed forces that will transform not just the auto industry, but every aspect of society. The Tesla story is one part of an ongoing tide of change driven by the use of information technology to eliminate "friction" such as geographic distance, middlemen and outdated regulations. Tesla is simply applying the new order to the auto industry, but the automobile is such a pervasive influence in our lives that redefining how it is designed, built, driven and sold will have sweeping effects in unexpected areas. Just as Tesla built the Model S as an electric vehicle "from the ground up," it has taken an outsider's approach to the way it markets its cars. Its direct sales model has drawn legal challenges from entrenched auto dealers, who fear that their outdated business model will be destroyed. Its systems approach to the software and electronics in its cars has highlighted how far behind the technological times the major automakers are. It's easy to see why readers find Tesla irresistible. CEO Elon Musk is a superstar entrepreneur, a "nauseatingly pro-US" immigrant and the leader of two other cutting-edge companies. Tesla dares to challenge the establishment behemoths and, so far at least, has handily beaten them at their own game. In this history of the 21st century's most exciting startup, Charles Morris begins with a brief history of EVs and a biography of Tesla's driving force, Elon Musk. He then details the history of the company, told in the words of the Silicon Valley entrepreneurs who made it happen. There are many fascinating stories here: Martin Eberhard's realization that there were many like himself, who loved fast cars but wanted to help the environment and bring about the post-oil age; the freewheeling first days, reminiscent of the early internet era; the incredible ingenuity of the team who built the Roadster; Tesla's near-death experience and miraculous resurrection; the spiteful split between the company's larger-than-life leaders; the gloves-off battles with hostile media such as Top Gear and the New York Times; and the media's ironic about-face when the magnificent Model S won the industry's highest honors, and naysayers became cheerleaders overnight. And the story is just beginning: Tesla has breathtakingly ambitious plans for the

future. Author Charles Morris was a participant and chronicler as the internet revolution unfolded in the 1990s, and he draws on that broad experience as he discusses Tesla's lasting influence, and where it fits into the technological revolution that is transforming society. Charles conducted personal interviews with two Tesla founders, Marc Tarpenning and Ian Wright, and two members of the AC Propulsion team who were instrumental in the development of the Roadster, Tom Gage and Paul Carosa. He cites over 300 secondary sources, with links to a wealth of further reading. As Senior Editor of Charged, the magazine of the electric vehicle industry, Charles Morris is one of the world's most respected authorities on electromobility. His daily blog posts, which cover every facet of the EV scene, including technical, business, marketing, political and social aspects, number over 2,000, including

## **Book Information**

File Size: 7839 KB

Print Length: 289 pages

Publisher: Bluespages; 2.0 edition (August 1, 2014)

Publication Date: August 1, 2014

Sold by: Digital Services LLC

Language: English

ASIN: B00L01NANW

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #386,486 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #36

in Kindle Store > Kindle eBooks > Business & Money > Industries > Automobile Industry #49

in Books > Engineering & Transportation > Automotive > Repair & Maintenance > Electrical

Systems #51 in Kindle Store > Kindle eBooks > Engineering & Transportation > Engineering >

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## **Customer Reviews**

I have to admit that I'm a big fan of Tesla and Elon Musk. I thought I already knew everything there was to know about Tesla. I picked up this book while on holidays as some kind of, as I thought, lite reading. I was really surprised by the detail and the depth of research that the author has put in while

writing this book. I particularly enjoyed some of the technical descriptions of the physics behind the batteries. Surely these won't qualify you to take over the CTO job at Tesla but give you a better understanding of how Tesla and other EV's work. The only problem that I would see with this kind of book is that the Tesla story is pretty much still being written in front of our eyes so the book might be 'old news' in a relatively short time - unless the author makes the effort to periodically update it with the latest and greatest from the California boys. A highly recommended read.

Even though I'm completely immersed in the EV industry, I learned a lot about Tesla from reading this book. It is very comprehensive. All of the direct quotes from the company's leaders give a fascinating insight into their decision making process. I'm often annoyed when I read news outlets falsely compare Tesla to other "tech" companies. This book does an excellent job at highlighting what makes Tesla so unique. It's an incredible success story.

This book has been a real pleasure to read, from the first chapters recalling the early EVs (from the times of horse carriages) to the latest struggles of Tesla around dealership issues in the US. I had been curious for a while about the other persons participating in the Tesla adventure beyond Elon Musk, the book brought me facts and stories around them. It relates the glorious and less glorious moments, with a wealth of quotes and sources for those who want to dig deeper. The only frustrating thing about the book is the fact that it ends while the story is still going on full speed in real life... After finishing the book, I just have to continue following the journey through Twitter & co...

I just finished another book about Musk covering his three current companies. I think that the most important company is TESLA, the subject of this book. As a fairly liberal reader of the New York Times and a retired industrial scientist I use this book to learn something how a real business is built in the USA of 21st century. Mr. Musk seems to be quite rich but using his money to follow his dream. Is that typical for most or many rich people? I have no idea. But it looks that this rich American follows his dreams. Interesting interaction between a New York Times reporter and TESLA company. I missed it in real time but this book treats it objectively, I think. Recommended to most people who want to learn about electric cars and about the US industry works in 2015.

If you own or are contemplating purchasing a Tesla, this book is a must read. These remarkable cars are the result of the vision, passion, and brilliance of the company's founders along with the unrelenting, Jobsian drive of Elon Musk. And not a small amount of luck. The book is a thorough

history of how it all came together. Along the way are delightful tidbits (the audio system's maximum volume is 11) as well as a look at Space X and the Hyper Loop. Reading this book will make you enjoy driving your Roadster or Model S or Model X (soon) that much more.

A glimpse of the future based on the work and vision of today's auto company. The future is bright and I want to participate, as investor, builder and consumer. This book brings together the headlines in a way that shows the changes we will all come to understand within the next few years as we hop around on electrons. Read on my iPad created by a visionary less than a decade ago, the practical electric car will no doubt seem as indispensable in our lives in a seemingly short time. To understand those that change our world it's important to study them, which is one of the reasons I enjoyed this book. There is a Tesla in my future and most likely your too if your reading this review. I can hardly wait!

Wonderful saga about the creation of a disruptive technology. Elon Musk is a determined polymath with a truly exceptional ability to motivate people, identify and remove obstacles, and realize big difficult plans. A great read! A great saga! Highly recommended.

Amazing story of an amazing man. A great read and very interesting. I purchased a Tesla Model S two years ago and am so impressed by the vision this man has and his attention to details in the design, safety, engineering and future of this car that I also put Solar City panels on my roof for essentially free electricity. The Model S is the best car I have ever driven and the best car I have owned. Just amazing. Elon's story is equally amazing and should be read by anyone interested in the future of mankind as his vision is larger than almost anyone today, and, he appears to be carrying it out. There are other books about Mr. Musk but this is the best. Well written and fact checked by Mr. Musk himself. Excellent...

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